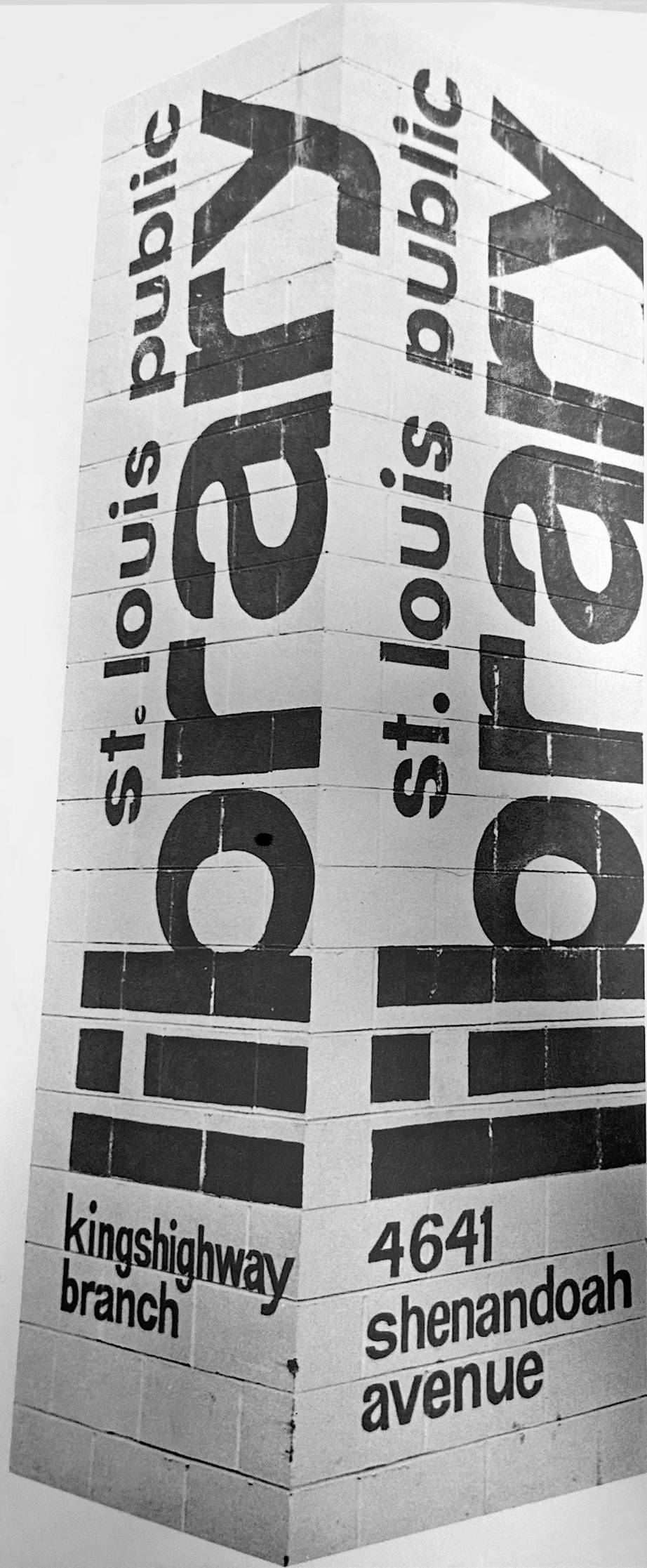




ANNUAL REPORT

1973-1974

BOARD OF DIRECTORS

E. R. Culver III, *Chairman*
Lemoine Skinner, Jr., *President*
Mrs. Irving A. Williamson, Sr.,
Vice President

William Clark Adreon
John T. Dickmann
Mrs. Eugene L. Fowler
Thomas M. Gioia
George J. Grellner
N. Webster Moore

Paxton P. Price, *Librarian*
and Secretary

The St. Louis Public Library,
founded in 1865,
was reorganized and became
tax supported in 1893,
now serves a population of 622,236,
its materials and services
loaned free to city residents
and city tax payers
(nonresident annual fee \$25).

The Library tax rate of \$.25

ST. LOUIS PUBLIC LIBRARY

Main Library, 1301 Olive St. 63103
(314) 241-2288

Branches

Baden	8448 Church Rd. 63147	388-2400
Barr	1701 S. Jefferson Ave. 63104	771-7040
Benton	1921 Prather Ave. 63139	645-2468
Buder	5320 Hampton Ave. 63109	352-2900
Cabanne	1106 Union Blvd. 63113	862-4545
Carondelet	6800 Michigan Ave. 63111	752-9224
Carpenter	3309 S. Grand Blvd. 63118	772-6586
Compton	1624 Locust St. 63103	241-2288
Community Services, Film Library		
Crunden	2008 Cass Ave. 63106	241-6639
Des Peres	5960 Kingsbury Blvd. 63112	726-2653
Divoll	4234 N. Grand Blvd. 63107	534-0313
Fyler	6440 Fyler Ave. 63139	781-2948
Gravois	5028 Morganford Rd. 63116	481-3125
Kingshighway	4641 Shenandoah Ave. 63110	771-5450
Lashly	4537 W. Pine Blvd. 63108	367-4120
Mid-City	3901 Washington Ave. 63108	652-3319
Municipal Reference Library	13 City Hall	453-3548
Sherman Park	2902 Union Blvd. 63115	383-3021
Walnut Park	5760 W. Florissant 63120	383-1210
Wellston	5886 Dr. M. L. King Dr. 63112	385-4042
Wolfner Memorial Library for the Blind and Physically Handicapped	1808 Washington Ave. 63103	241-4227

per \$100 assessed valuation
was established in 1970.

The Library system's 172 agencies
include the Main Library,
21 branches,
seven bookmobiles,
eighteen schools (with 53
classroom libraries) and
125 deposit libraries in adult
education, community, children's
and senior citizen centers.

The Main Library was open
299½ days during the year,
65 hours each week,
closed nine holidays,
with usual period of
book loan fourteen days.

Cover and photographs by Peter Ferman
Photographers, except one on opposite page
(Test Information Center) and centerfold
(montage board) by Carl Dreyer. Librarian
by Arteaga Photos. Artwork by Patricia
Dames, Library staff artist.

Printed by Clark-Sprague, Inc.

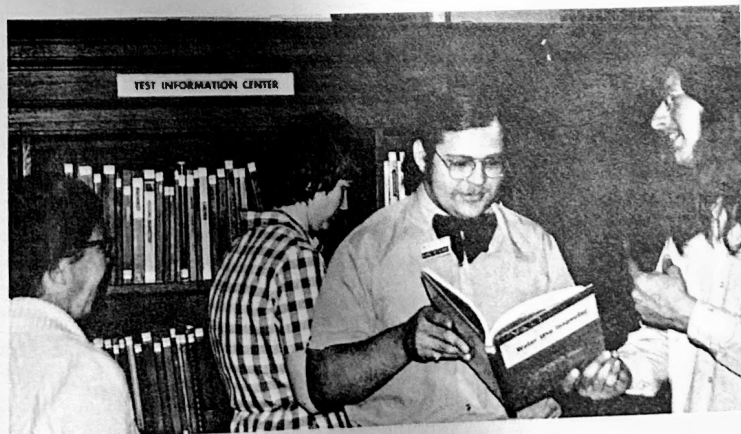
Annual Report prepared and published by
the Library's Public Relations Department.

HIGHLIGHTS 1973-1974

Inflation and legislative tax cuts this year dealt a double blow to the Library's financial future. A projected \$300,000 loss of revenue from the State Intangible Tax and possible losses from property taxes will decrease Library income next year. Stringent expense control is being applied to all Library budget areas, and more will be necessary to postpone the inevitable time when a tax increase becomes mandatory. One-year federal grants, while not offsetting these losses, will enable the Library to improve services, principally through technology and cooperative projects with other libraries.

System-wide Library services are moving toward providing more practical information services to meet individual needs, especially through audiovisual equipment and materials to make information location and learning easier. At the Main Library frequently requested materials were gathered into **Subject Resource Centers**—Legislative, Test, Auto and Home Repair, Parent Information Centers—with more planned to follow. Evening service was enlarged in more departments through staff rescheduling. The extensive map collection was reorganized and relocated and a new telephone system installed at Main and nearby Compton Branch libraries. In the past year Main Library staff alone aided almost one-quarter million persons in finding more than half-a-million information items.

USE OF REFERENCE AND RESOURCE COLLECTION-MAIN LIB.		
239,790 PERSONS VISITED MAIN LIBRARY 1973-1974	595,447 ASSISTED BY STAFF	589,615 LIBRARY ITEMS USED
	61.3% ADVISORY AND REFERENCE QUERIES IN PERSON AND BY TELEPHONE	63% USED IN MAIN LIBRARY
	30.3% BOOK REQUESTS	37% ITEMS BORROWED
	8.4% LIBRARY CARDS ISSUED	

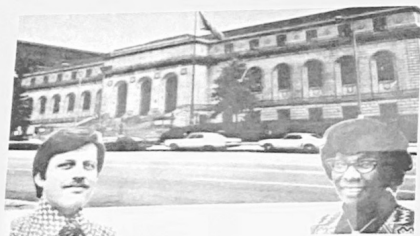




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LET MRS. TAYLOR AND
MERLE RICHARDSON HELP YOU WITH
YOUR INFORMATION NEEDS AT THE
ST. LOUIS PUBLIC LIBRARY



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New services to senior citizens were offered throughout the Library system: Bi-State bus passes, tax relief and Social Security information, and more programs of special interest (1). The Library's special services to aged and shut-in persons continues to take books, magazines and framed art prints to those who cannot go to the Library.

Free programs and exhibits provided a broad range of learning experiences for all ages—information sessions on consumer topics, law, taxes, legislation, home repairs, careers, sewing, investments and other timely subjects; stories (8), puppets, live animals, recitals of Aaron Copland and Charles Ives songs, popular contemporary and American folk music (5), arts and crafts, films, experimental drama (7), thrifty “underground” fashion, chess and checkers, and special events: the Mexican-American Festival (4), “A Celebration of Spring” with Missouri Botanical Garden and the prestigious new film series, “America: A Personal History”, showing in eight branches. A specially-designed “MediaVan” equipped with audiovisual equipment takes the Library to people on street corners, in parks, community centers and festivals with movies, books, posters and other Library services (2, 6).

Among the major publications issued to aid persons using Library resources were the *Catalog of the Steedman Architectural Library*, a new *Joint Film Catalog* listing 3500 16mm titles in both St. Louis Public and County libraries, a travel information guide, *Going Places?*, selected resource guides to Mexican-American literature and history and the “America” film series, and a bibliography on cable television. Large montage information boards in vacant downtown store windows are successfully informing business people of the rich and varied Main Library resources nearby (3).

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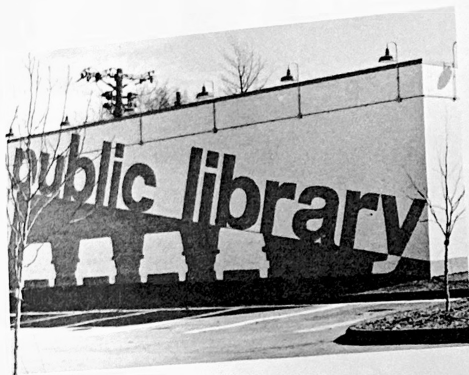
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Borrowing levels remained stable, but with significantly increased adult use at Mid-City (48%) and Kingshighway (24%) branches, and by children at Mid-City (up 19%) and Gravois (10%) branches. Blind and physically handicapped readership increased ten percent. The daily fine rate on overdue books and records was changed to five cents, with a ten-day grace period, to encourage prompt return of borrowed books.

Branch libraries were improved for public use with addition of a new auditorium, interior renovation and bold exterior graphics at Kingshighway Branch, and redecoration of Carondelet Branch. "Tree Saving" ceremonies launched construction of Machacek Branch, to replace Fyler Branch late in 1974.



Robert L. Rice

The Librarian



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You're great! You are enlightening, inspiring, exciting, informative, patient, understanding and helpful. Your new make up is attractive. You are easy to know. You keep good company. You are beautiful! What more could anyone ask of a Valentine? (or a library?)
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LIBRARY CONTENTS AND USE

Library Resources on March 31, 1974

1,370,129 volumes (60,640 books added, 108,893 withdrawn during the year, a net decrease of 48,253 volumes), of which 26% are for reference use, 74% circulating

2,496,362 miscellaneous resources, including 1,828 different periodicals, 134 newspapers, 574 government periodicals

1,656,098 pamphlets; 88,032 maps

27,240 microfilms, 60,644 microprints, 30,115 microfiche, 9,482 microcards

570,782 photographs, pictures, unframed prints and clippings, 1,485 framed prints

15,270 slides, 1,885 16mm and 674 8mm films, 282 projected books

284 sculpture reproductions

28,387 phonograph records, 288 cassette tapes

Wolfner: 972 reel and 6,045 cassette tapes, 19,785 braille books, 51,820 Talking Books, 1,008 large print books

Library Resources Borrowed by the Public 1973-1974

2,565,039 items borrowed, including
2,547,476 books, phonograph records and cassette tapes,
7,510 prints, 9,690 slides and 363 sculpture
40,679 film showings were viewed by 889,431 persons

SUMMARY OF FINANCIAL REPORT

Year Ended March 31, 1974

The information shown herein has been summarized by the Library from its financial records. A copy of the Certified Public Accountant's annual report is on file in the Library's offices.

State of Operations—General Fund

Revenues	\$4,830,022
Operating expenses	4,014,127
	<u>\$ 815,895</u>
Capital improvements	75,451
Revenues exceeded expenses	<u>\$ 740,444</u>

General Fund Balance Sheet

Assets	<u>\$3,949,908</u>
Liabilities	<u>\$ 282,586</u>
Reserve working capital, 1974-1975	1,700,000
General Fund balance, March 31, 1974	1,967,322
	<u><u>\$3,949,908</u></u>

Other Fund Balances

Balance March 31, 1973	\$ 224,360
Receipts	
Gifts	\$ 700
Investment income	8,394
Federal grant funds	<u>169,800</u>
	<u>178,894</u>
	<u><u>\$403,254</u></u>

Disbursements

Books	\$ 8,208
Other	<u>313,089</u>
Balance March 31, 1974	321,297
	<u>\$ 81,957</u>